NINTENDO WORLD CLASS SERVICE®

TURN UP THE POWER

Our approach to service has earned the Nintendo name thanks to a commitment to excellence. Every day Authorized Nintendo World Class Service centers help Nintendo players get back into action fast. With outstanding service on the Super NES,™ NES™ and Game Boy.® Our professional service network puts nearly two-thirds of all Nintendo customers back in action in just one week or less.

As a Nintendo retailer, there are two ways for you to benefit from Nintendo World Class Service. First, as an Authorized Servicing Dealer, you can provide after-the-sale product service for your customers. Alternately, you can take advantage of our nationwide network by confidently referring your customers to one of our more than 350 Authorized Service locations in 49 states for reliable service, in or out of warranty.

Combine our exclusive QUIKDIAGNOSTIC™ program with the dependability and accuracy of the NINTENDO TEST STATION™ and you can give your customers free, easy, fast and accurate on-the-spot testing.

We've even created unique, service-related materials to help non-servicing retailers provide a total customer service environment. Service brochures, decals, displays, signage and training materials all available free of charge and designed for the non-servicing retailer. It's all a part of providing the best service available for the best video entertainment systems!

Ideal for retailers, these support materials are designed to help you create a total customer service environment.

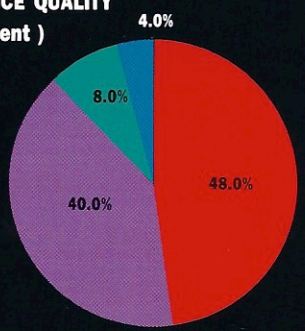
22269 Take One Brochure Holder (10" x 14" x 4")
23877 Take One Brochure (Service Guide, 9" x 4")
23878 14" x 21" Counter Mat (Troubleshooting and Maintenance Tips)
22272 4" x 4" Static Decal (Containing 800# and Service Mario)
22276 1" x 3-1/2" Decal (Containing 800# for telephones and P.O.S. terminals)
22277 Retail Store Training Module (in binder with 1/2" VHS video)

You're never on your own thanks to dedicated and experienced field service administrative specialists, trainers and engineers ready to give you world class support.

HOW GOOD IS NINTENDO WORLD CLASS SERVICE?

Four key indicators show that after only one year since Nintendo World Class Service was established, customers are responding to service that is truly good enough to be called Nintendo.

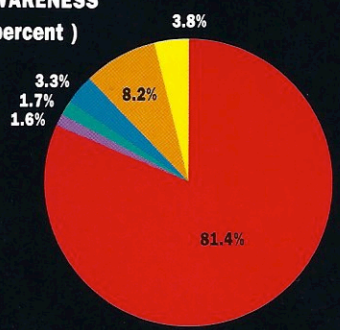
OUTSTANDING SERVICE QUALITY (percent)



- Excellent
- Good
- Satisfactory
- Unsatisfactory

Research shows that 96 percent of Nintendo World Class Service customers have been completely satisfied, with over 48 percent of our customers rating their service experience as Excellent.

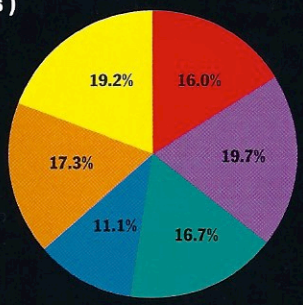
HIGH SERVICE AWARENESS (percent)



- NOA Referral
- Advertisement
- Yellow Pages
- Friend
- Store Referral
- Other

Awareness of Nintendo World Class Service continues to grow thanks to strong referrals from Nintendo, and a growing reputation for service excellence.

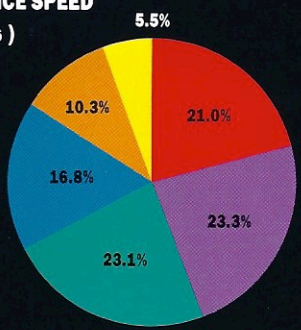
CONVENIENCE AND ACCESSIBILITY (miles)



- 0 - 5
- 6 - 10
- 11 - 15
- 16 - 20
- 21 - 25
- 26+

You'll find that one of our over 350 Authorized Service Centers in 49 states is within easy reach of your customers. In fact over 80 percent of Nintendo World Class Service customers are within an easy commute.

OUTSTANDING SERVICE SPEED (days)



- Immediately
- 1 - 3
- 4 - 8
- 9 - 14
- 15 - 20
- 20+

Nintendo World Class Service is dedicated to getting your customers back in action fast. Nearly a quarter of those needing service are back in action immediately, thanks to our Nintendo Trained Technicians and the speed and accuracy of the Nintendo Test Station.

Nintendo World Class Service is designed to be simply the best at keeping customers happy while generating incremental retail and service sales. In a competitive world, service has become more and more a part of the sale.

FIELD SERVICE ENGINEERS
Nintendo provides professional assistance in setting up your service operation; store associate training and management training on policies and procedures to make your operation run smoothly and profitably.

TECHNICAL SUPPORT SPECIALISTS
A toll-free call connects you to an experienced Nintendo technician for expert problem-solving and fast answers.

SERVICE PARTS COORDINATION
Centralized billing, toll-free parts ordering and a system that processes all service part orders received by 12:00 pm Pacific Standard Time that same day.

SERVICE ADMINISTRATORS
Support for all store associates and claims administrators including assistance in test station set-up, operation and training from Nintendo's team of experts.

TECHNICAL SERVICE TRAINING
Depending on your needs, we offer an intensive, hands-on 3 - 1/2 day technical certification seminar at Nintendo's headquarters or at regional sessions available on an on-going schedule.

TWO WAYS TO PROVIDE NINTENDO WORLD CLASS SERVICE
Provide service through your own service facility or through our authorized independent service center network. Either way you can help your customers enjoy the convenience of Nintendo World Class Service so that they can continue to enjoy the best in home video game entertainment.

GET INTO SERVICE
Contact the Nintendo Field Service Department toll-free at 1-800-633-3236. We'll put together a comprehensive package to show you the bottom-line benefits of providing Nintendo World Class Service to your customers.

Official Nintendo Seal of Quality®

Nintendo WORLD CLASS SERVICE®

NINTENDO OF AMERICA INC.
P.O. BOX 957
REDMOND, WASHINGTON
98073-0957 U.S.A.

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Source: Data based on random surveys mailed to consumers and returned to Nintendo February - November, 1991.